



2nd Quarter Report 2015

Jan, Feb, March, ending 3/30/2015

Key Biscayne Chamber of Commerce & Visitors Center

General Activities, Events & Community Outreach



Information Requests

Information inquiries are remaining constant, with the same amount of emails - 140 a day - as last year. Requests for mailed Tourism packages increased slightly to 23 (from 20), which is attributed to the bad weather in the North. Five relocation packages were mailed this quarter. Many of the phone calls received were related to tennis, art festival & home tour.

Visitors Center

Walk-in visitors numbered from 250-300 per month seeking tourist information, which is down from last year's number in this quarter.



Unofficial Reception

Staff directed about 75 people per month to the proper Village department.

Membership & "Key Commerce"

The Chamber currently has 344 members in good standing. Key Commerce, the Chamber's e-newsletter has 76 more subscribers than last year to-date. The newsletter was sent 6 times this quarter to 1,467 subscribers.

Website

The website had 8,054 users this quarter, a decrease of users by 19.4% compared to last year's numbers, which is also reflected in the 18.3% drop in sessions. The reasons could be varied as to the decrease.. Two such examples are the Awards of Excellence and the Miami Open,

which did not generate as many interested users on the website this year. The USA continues to be the largest segment using our website, with 89% of visitors from the USA.



Complaints

There were no complaints lodged in our office against Chamber member businesses or any Key Biscayne business this quarter.

Key Biscayne Networkers

All events are open to the general public. In February, we held "Breakfast at the Bank" at US Century in the Square. March's networker was a combination of 4 neighboring businesses in the Galleria Mall. You could have a glass of wine at Stefano's which was



poured by the "bartenders" from Chase Bank, go to Fresh & Wild, Key Biscayne Seafood for shrimp, ceviche and fish dip, followed by a delicious dessert from La Bou-



langerie. It was well attended, with over 70+ rsvp's in ad-



The Awards of Excellence, Annual General Membership Meeting and Installation

Awards of Excellence

Businesses were nominated in November and voted upon in December and January for deserving an Award of Excellence by popular vote. The voting took place in both Facebook and on the Chamber's website. The winners are:

Retailer- Key Pharmacy; Restaurants-Boater's Grill; Financial Services- Chase Bank; Environmental-Marjory Stoneman Douglas Biscayne Nature Center; Education-Academy of Martial Arts; Home Services - Tech-Bar; Tourism & Recreation-K.B. Yacht Club; Health Care - Mercy Hospital; Media, Print - Lion's Club Directory; Fitness & Training - Academy of Martial Arts; Professional Services- Your Good Dog; Business of the Year - Boater's Grill. We will be revamping



the voting process and re-introducing a new, improved event in the Fall of 2016.

A special award was given to Mort & Joy Fried for their decades of Community Service.



Installation: The new officers were installed by Mayor Mayra P. Lindsey. Chair- Ricki Braswell, the Pankey Institute; Vice Chair - Cindy Mize,

Miami Capital Property; Treasurer, Lisa Kahn-Grossman, Kaufman Rossin & Co.; Secretary - Karen Llorente, Paradise Shell.

Annual Home Tour



The fifth Annual Home Tour was held on February 7th, and it was a great success, thanks to the 100+ volunteers. Transportation ran smoothly, the weather



was beautiful and the attendees had a good time. The Tour showcased the lifestyles of our Island Paradise and netted the Chamber \$14,600. The event was advertised in numerous media outlets throughout South Florida.

Miami Open

For the first time in over a decade the Chamber will not have a Public Relations tent at the Tennis Tournament held in Crandon Park. The IMG Sponsor contracts guarantee exclusivity within the Open. Unfortunately, when we submitted our tent sponsors, everyone with the exception of the Rotary Club was in conflict with IMG's sponsors. Even The Islander News could not be distributed due to the fact the Miami Herald is their official media sponsor. We are a business organization, formed to promote and represent businesses. The Board of Directors decided that if we could not represent our businesses, there was no point in having a Chamber presence at the Open. To promote our businesses in this time period, the Marketing Committee produced and printed 10,000 shopping and dining guides that are being distributed throughout the island, reaching the tennis fans where they stay, eat & shop rather than at the Open.

The Best Places to Shop on Key Biscayne

Key Biscayne Chamber of Commerce | 68 West McNary Street #100, Key Biscayne, FL 33149 | 305.361.5207 | www.keybiscaynetchamber.org

The Best Places to Dine on Key Biscayne

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Key Biscayne Chamber of Commerce
Profit & Loss Budget vs. Actual
 January through March 2015

	<u>Jan - Mar 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
Dues	14,180.00	13,837.00	343.00
Interest	108.37	125.00	-16.63
Other Income	1,218.10	1,284.00	-65.90
Special Events	29,362.04	28,650.00	712.04
Village Contract	19,374.99	19,375.00	-0.01
Village noncash - rent in-kind	9,000.00	9,000.00	0.00
Total Income	<u>73,243.50</u>	<u>72,271.00</u>	<u>972.50</u>
Gross Profit	73,243.50	72,271.00	972.50
Expense			
Committee Expense	68.52	249.00	-180.48
Payroll Service	83.40		
Strategic Planning Retreat	989.65	1,000.00	-10.35
Marketing & Promotion	2,419.04	4,500.00	-2,080.96
Bank Charges	31.50	12.00	19.50
Board Meetings	130.51	225.00	-94.49
Business Meals	113.91	150.00	-36.09
Credit Card Fees	244.42	300.00	-55.58
Fees and Licenses	61.25	61.00	0.25
Insurance	2,409.64	2,800.00	-390.36
Memberships	0.00	265.00	-265.00
Office	1,089.24	1,960.00	-870.76
Payroll	19,100.61	22,769.99	-3,669.38
Reciprocal Membership	0.00	500.00	-500.00
Rent expense - in-kind	9,000.00	9,000.00	0.00
Special Events Expense	12,481.21	11,701.00	780.21
Utilities	2,081.45	2,236.48	-155.03
Website	749.85	843.00	-93.15
Total Expense	<u>51,054.20</u>	<u>58,572.47</u>	<u>-7,518.27</u>
Net Ordinary Income	<u>22,189.30</u>	<u>13,698.53</u>	<u>8,490.77</u>
Net Income	<u><u>22,189.30</u></u>	<u><u>13,698.53</u></u>	<u><u>8,490.77</u></u>

Key Biscayne Chamber of Commerce
Balance Sheet
As of March 31, 2015

	<u>Mar 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Petty Cash	16.10
CD US Century REN	30,074.74
BB&T Checking	58,187.67
BankUnited MM	97,960.57
Total Checking/Savings	<u>186,239.08</u>
Total Current Assets	186,239.08
Fixed Assets	
Leasehold Imp - Visitor Ctr	20,825.95
Office Furniture and Fixtures	17,760.00
Less Accum Depr - Visitor Ctr	-29,992.70
Total Fixed Assets	<u>8,593.25</u>
TOTAL ASSETS	<u>194,832.33</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
BB&T Credit Card	1,701.45
Total Credit Cards	<u>1,701.45</u>
Total Current Liabilities	<u>1,701.45</u>
Total Liabilities	1,701.45
Equity	
Renaissance Fund	22,999.23
Designated Fds-Visitor Center	13,542.79
Retained Earnings	133,849.56
Net Income	22,739.30
Total Equity	<u>193,130.88</u>
TOTAL LIABILITIES & EQUITY	<u>194,832.33</u>